

Charles Forceville – Amsterdam University
 Lectures & seminars on *Visual and Multimodal Communication*
 Doctoral School of Humanities and Arts, Maria Curie-Skłodowska University
 24th–26th April 2023
 Department of Philology, room 9

Date/hours	Topics and Problems
Monday 24 th 10.00 – 11.00 am. coffee break 11.30 – 12.30 am. lunch break 02.00 – 04.15 pm.	1. Social semiotics perspectives on multimodality & introduction of a competing paradigm: relevance theory 2. Showing how “classic” relevance theory can be adapted to accommodate visual & multimodal mass-communication Discussion of case studies: – What you see is not what you hear: lost among words and images – Animal symbolization in Art Spiegelman’s “Maus”: more questions than answers – Visual metaphors at the Instagram photos
	<u>Optional readings:</u> (a) Forceville (2020); (b) Bateman et al (2020); (c) Forceville (2021); (d) Sperber and Wilson (2004); (e) Forceville (2014)
Tuesday 25 th 10.00 – 11.00 am. coffee break 11.30 – 12.30 am. lunch break 02.00 – 03.30 pm	3. Tools for analyzing visuals in comics 4. How can we analyse children’s picture books? Discussion of case studies: – Semiotic continuity. A Peircean analysis of signs in comics – Interplay between visual and textual information in "Alice's Adventures in Wonderland: a contrastive analysis of John Tenniel's and Tove Jansson's illustrations - Visual and textual presentations in Grimm’s “Red Cap” illustrations
	<u>Optional readings:</u> (a) Forceville et al (2014); (b) Cohn (2016); (c) Moija-Guijarro and Ventola (2022); (d) Bateman et al (2017)
Wednesday 26 th 10.00 – 11.00 am. coffee break 11.30 – 12.30 am. lunch break 02.00 – 03.30 pm	5. The traffic sign as template for humorous and persuasive discourse 6. Metaphors of depression & metaphors of cancer in short animation films Discussion of case studies: – The language of war in the English translation of Volodymyr Zelenskyy's speeches on the Russian war in Ukraine: a conceptual metaphor approach – Metaphors in the autism spectrum disorder – Semiotics of the metaphoric gestures in dance performance
	<u>Optional readings:</u> (a) Tseronis & Forceville (2017); (b) Forceville and Jeulink (2011); (c) Semino et al (2018)

References

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- Cohn, Neil (2016). “Interdisciplinary approaches to visual narrative.” In: Neil Cohn (ed.), *The Visual Narrative Reader* (1-15). London: Bloomsbury.
- Forceville, Charles (2014). “Relevance Theory as model for analysing multimodal communication.” In: David Machin (ed.), *Visual Communication* (51-70). Berlin: Mouton de Gruyter.
- Forceville, Charles (2020). Book review of John A. Bateman, Janina Wildfeuer, and Tuomo Hiippala, *Multimodality: Foundations, Research and Analysis. A Problem-Oriented Introduction* (De Gruyter Mouton 2017). *Visual Communication* 19(1): 157-160.
- Forceville, Charles (2021). “Multimodality.” In: Xu Wen & John R. Taylor (eds), *The Routledge Handbook of Cognitive Linguistics* (676-687). London: Routledge.
- Forceville, Charles, and Marloes Jeulink (2011). “‘The flesh and blood of embodied understanding’: the source-path-goal schema in animation film.” *Pragmatics & Cognition* 19(1): 37-59.
- Forceville, Charles, Lisa El Refaie, and Gert Meesters (2014). “Stylistics and comics.” In: Michael Burke (ed.), *Routledge Handbook of Stylistics* (485-499). London: Routledge.
- Moya-Guijarro, A. Jesús, and Eija Ventola (2022). “Picture books, gender and multimodality: an introduction. In: A. Jesús Moya-Guijarro and Eija Ventola (eds), *A Multimodal Approach to Challenging Gender Stereotypes in Children’s Picture Books* (1-20). London: Routledge.
- Semino, Elena, Zsófia Demjén, Andrew Hardie, Sheila Payne, and Paul Rayson (2018). “Introduction.” In: *Metaphor, Cancer and the End of Life: A Corpus-Based Study* (1-21). London: Routledge.
- Tseronis, Assimakis, and Charles Forceville (2017). “Introduction: Argumentation and rhetoric in visual and multimodal communication.” In: Tseronis and Forceville (eds), *Multimodal Argumentation and Rhetoric in Media Genres* (1-24). Amsterdam: Benjamins.
- Wilson, Deirdre, and Dan Sperber (2004). “Relevance theory.” In: Laurence R. Horn and Gregory Ward (eds.), *The Handbook of Pragmatics* (607-32). Malden MA: Blackwell.